

# Public Relations

## Public



## Preparing for the “Making VT Visible” PR Campaign

by Toni Bristol

It’s time to prepare for the annual Vision and Learning Campaign! Beginning in June and running through the month of August, we focus on promoting August as Vision and Learning Month. In order to best utilize the testimonials, promotions and press releases that will be coming out, I wanted to give you a short ‘action plan’ to help you take advantage of this material.

### 1. Schedule a Free Lecture

First, it is important that you offer a free service of some sort to get media attention for a monthly observance. While free vision screenings are good, I would recommend you schedule a free community lecture. You can take the COVD press release, add your practice information to it and invite parents and educators to your free community lecture. Watch for the COVD email blast with the press release and further instructions.

**When:** Free community lectures are always good to schedule towards the middle to the end of the month of August. This will maximize the time you have to promote it. Because it is free, it gives you the ability to get information to your local book store (if you have one), children’s stores, toy stores, local news, YWCA, etc., basically wherever parents will see it. Most parenting magazines have an online community events calendar where you can post your free lecture. You can also promote it through social media.

**Promote:** Create a flier for your talk and have it handed out to all your vision therapy patients and their parents; and ask for their help in spreading the word. In addition, if you have a primary eye care practice, it should be handed out to all your primary care patients at checkout. If you have email addresses for your patients it can also be sent through an email service such as Solution Reach, Demand Force, Web Systems 3, Constant Contact, etc.

### 2. Get Success Stories from Parents Who Are Willing to Speak with the Media

If you can gather a few parents who would like to help spread the word about vision therapy and want to speak with the media, then you can add a cover note to your press release when you send it out stating that you have a sample of local parents they can interview. You can also invite these parents to speak at your free community lecture, a live testimonial has a lot of impact!

### 3. Send the COVD Press Release to Your Local Media

Keep an eye out for the COVD email blasts with the press releases. There will be one issued at the beginning of June, July and August. If for any reason you don’t see them, you can check the [COVD Press Release](#) page or email the COVD International Office at [info@covd.org](mailto:info@covd.org).

**Customize the release** with your information (a sample is located in the members only section) and then send it out to all your local media, etc.

(continued)

#### 4. Prepare Your Front Desk Staff to Answer Calls

Brief your staff about the upcoming free lecture, and instruct them on who they should invite. For example, if a patient calls and schedules an appointment in the office which will be prior to the workshop, they will get all the info when they come into the office. However, the potential new patient who doesn't schedule an appointment would be the perfect person to invite.

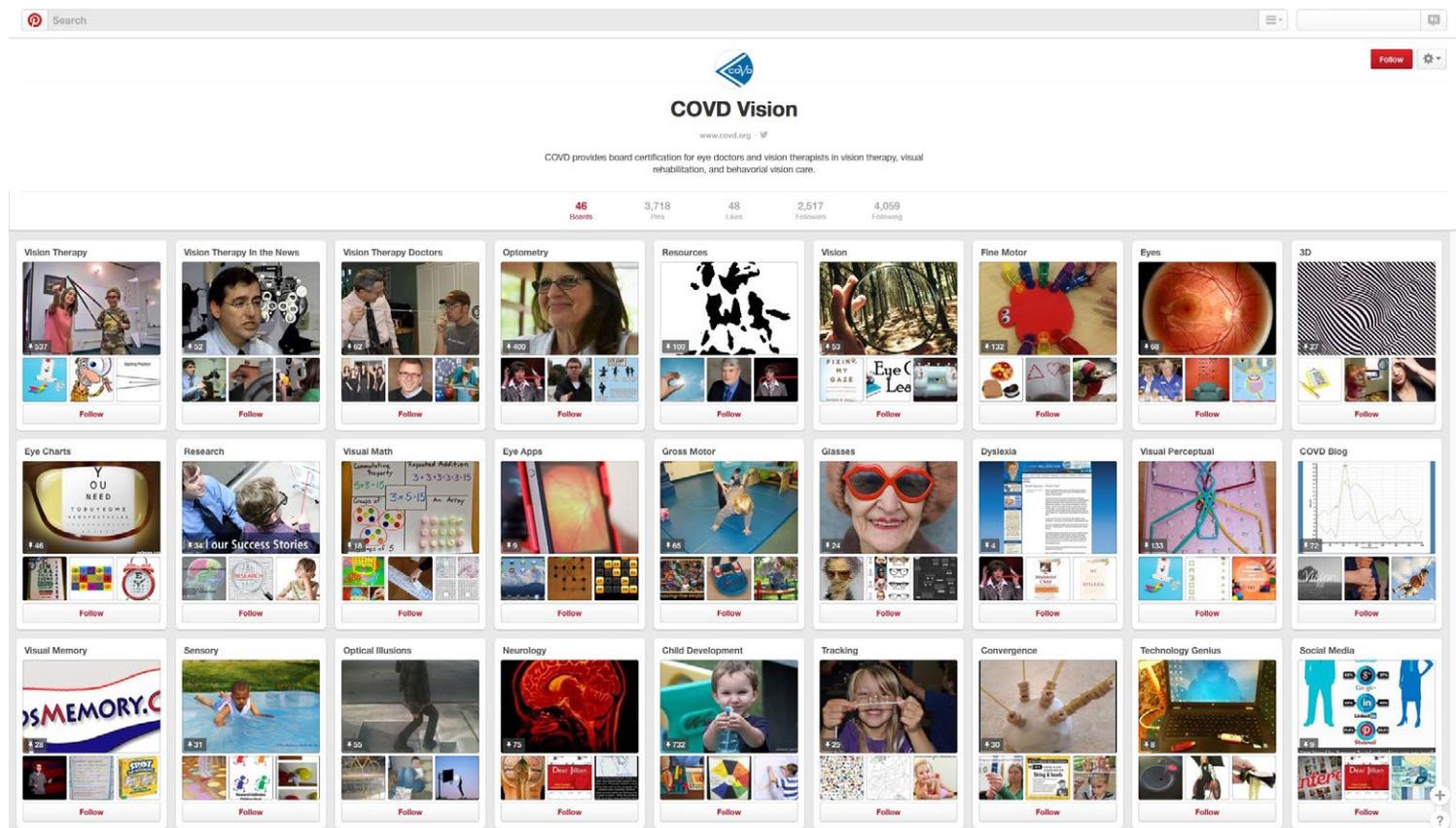
Update them on the COVID 'Making VT Visible' Campaign – have them visit COVID's website so they can see the wealth of information and all the press releases. This will help them see the bigger picture, beyond your office.

The sooner you get started on these action steps the more you can benefit from this campaign. If you have any questions, please email the COVID International Office at [info@covid.org](mailto:info@covid.org).

## Social: Update

**COVID** If you or your office uses Pinterest and would like to be featured on the COVID Boards, please send us a message on [facebook](https://www.facebook.com/covid.org) or to [info@covid.org](mailto:info@covid.org) and include your website URL.

We currently have over 2500 followers and 46 boards with titles ranging from “Vision Therapy in the News” to “Neurology” and “Fine Motor.”



# Consulting services customized to *your specific needs:*

## Practice Growth

- Professional Referrals
- Patient Communications
- Customized Brochures
- Practice Newsletters
- VT Marketing Systems
- Easy-to-Present CE
- Social Media Strategies
- In-Office Digital Advertising

## Case Presentation

- Increase Case Acceptance
- Effectively Explain the Diagnosis
- Empower Your Patients to Get the Care They Need

## Practice Management

- Practice Growth Strategies
- Solutions to Staff Challenges
- Management Tools to Create the Practice You've Always Wanted



Specializing in Vision Therapy Practice Management,  
Marketing and Public Relations since 1988.

Schedule your **Free Initial Consultation** to learn how we might help you with your unique situation.

Call **877.248.3823** or email

**tonibristol@expansionconsultants.com**

2609 Honolulu Avenue, Suite 203, Montrose, California 91020 • Toll-free: 877.248.3823 • [www.expansionconsultants.com](http://www.expansionconsultants.com)

## COVID PSAs Available in High Definition

It is our goal to reach the individuals who are struggling needlessly with undiagnosed and untreated vision disorders that interfere with reading, learning, and other activities of daily

living. Our HD PSAs cover a broad range of topics and are available in 30-second and 60-second prerecorded spots with captions available.

Please join our campaign by donating to COVID and airing these PSAs on your radio station or sharing them through social media.

- With a **donation** of \$150.00 you can receive all 6 of our 30-second HD PSAs.
- With a **donation** of \$350.00 you can receive all 7 of our 60-second HD PSAs.
- With a **donation** of \$400.00 you can request ALL of our PSAs PLUS a DVD that plays the PSA videos on a loop to be used in waiting rooms and offices.

